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DIGITALIZATION OF CULTURAL HERITAGE AT THE PRESENT DAY

Abstract. The article emphasizes the importance of digitizing the cultural heritage with the purpose of protection, restoration and propaganda it nowadays. Based on foreign practice, the author clarified the main issues related to the goals and objectives of this process. The author notes that the transition to digital format is one of the main requirements of the day. The development of ICT and communication services, the expansion of their capabilities make it possible to accomplish this difficult technical task. Improving information and communication technologies, creating a reliable security system, of course, is very important. This ensures the security of the digital format of the cultural heritage. Digitalization of the cultural heritage, its transmission to the public, to future generations, in its integrity and security, will positively affect the preservation of the origins of national history and culture.

Key words: Cultural heritage, digital, web, electronic network, culture.

Introduction. First of all, we would like to give brief information about digital heritage. Digital heritage consists of cultural, educational, scientific, management resources, also technical, legal, medical and other information. In other words, digital heritage is defined as a concept involved resources about cultural, educational, scientific and management areas, also technical, legal, medical and other information types that have been created in digital form or converted from existing analogue resources into digital form. In any case, they are used by people regardless of time and area boundaries [8].

Although digitalization seems as a new phenomenon of cultural memory bodies, the first efforts about preparing materials in digital format was made while electronic catalogues and computer systems were used during 1970s. During this period digital applications were carried out from the “beginning” level within the frame of terms.

The interpretation of the main material. Digitalization of publications, such as published books and articles spread widely during 1980s; but digitalization works was limited by weak and small-scale applications during this period [6, p. 4]. The invention of the World Wide Web created new opportunities for the publication of digital information in 1990. The interest in video technology has increased rapidly and video means have reached to a more economical level, so programs for digital video projects have increased in libraries, archives and museums.

Since the second half of 1990s the development of computers and communication technologies, which have got different sizes by supplementing mobile technologies nowadays, is one of the main reasons of the increase in the amount of information. These technologies have facilitated the processes such as providing, regulation, saving, sharing and analysis of information.

It should be noted that there are several stages during digitalization of cultural heritage. The standards that are used at the transformation stage and defined the quality of the control are determined for purposes of use such as saving, protection, regulation, sharing of materials [1, p. 2].

Quality control is an important component at the each stage of the digitalization process. It is impossible to ensure the completeness and significance of files without quality control [2, p. 21].

Even it is necessary to apply digitalized cultural heritage to libraries. A standard browser is used to connect a user with digital library. Therefore:

- Design and updating of website;
- Navigation and presentation;
- Programming of business processes;
- Decisions related to themes such as security and acceptance of system should be considered [2, p. 58].

Some systems that are developed for getting cultural heritage have been set on a semantic web. Semantic web is an environment where information has a certain meaning, people and computers can work together and can be used automatically (it is understood as “web human” and machines). In terms of work principle, there is a need for a language that indicates the providing rules of information and ideas on semantic web. This emphasizes OWL technologies based on XML, RDF, RDFS, SPARQL and RDF [4, p. 17-18].

The final stage of the digitalization is the saving and protection of digital content. Digital protection is carried out with purpose of applying procedures

such as saving of datum in the right environment, their protection and getting them, sending them from any storage to a new storage, maintaining the completeness of datum during the copying process [5, p. 342].

There are also many problems in digitalization applications in Azerbaijan. Some of them are following:

- There is no desire to work independently on digitalization in organizations and there are no agencies to lead this work and to provide coordination of it,
- Lack of standards (metadata, equipment, etc.),
- The importance of determining the policy about digitalization.

The solution of these problems will give great prospects for participation of our national culture both in the interior of the country and at the international platforms.

One of our important responsibilities is to digitize elements of cultural heritage and to preserve the digital content for future generations. Digitalization process is rapidly developing in parallel with technology. In most countries of Europe digitalization and protection has been set up with a specific policy and strategy. One of the best examples is Italy and France. It is clear that these operations have certain standardization and standard rules and policies have been determined in these countries. Standardization has become a necessity for reasons such as not wasting of existing resources (labour, staff, time, etc.) of the countries, ensuring of collaboration between organizations, countries. Digital research provided in our country is carried out in initiative of each organization, but they are far from certain coordination. This situation causes repetition of the operation and it is an obstacle on the way of general use of resources. For these reasons, it is necessary to develop a common strategy and policy to base digitalization issues and procedures on standards.

The main issues that we should focus on during the digitalization of cultural heritage are following:

- Preparation and coordination of electronic infrastructure for research of cultural heritage;
- Determination of relevant political opportunities for digitizing and saving cultural heritage.
- Using technological infrastructures in art and cultural areas now, which at first were used only by scientists and specialists.

Tasks can be arranged as following during the transition to digital period:

- To create a common work area on digital cultural heritage among the re-

gions (to create relevant working group, to arrange seminars, to provide with digital tools – to provide these working groups with the necessary resources);

- To benefit from the experience of other countries and if it is necessary, to work, agree and extend electronic infrastructure associatively;
- To share and publish information and experiences arisen during researches and applications of this area;
- To carry out presentation works for developing the activities and spreading its influences, etc.

In addition to the tasks, the following purposes should be included:

- To provide digital protection (storage) by electronic network infrastructural platform.
- To carry out virtual presentations and exhibitions via electronic network infrastructures.

International conference “Cultural Heritage: Public and transition to digital period” that was organized by European Heritage Days, the Estonian Museum and European Commission was held during three days on July 11, 2017 in Tartu (Estonia). The issues on the protection of international cultural heritage and the development of digital technologies were clarified within this event.

The Minister of Culture of Estonia Republic Mr. Idrak Saar opened the event, which continued on July 12 at the Estonia National Museum, and spoke about the importance of the digital technologies in our lives. It should be noted that Deputy Director of Azerbaijan National Museum of Art Gamar Malikova also attended the event [9].

Today the issue of protecting rich cultural heritage of our ancestors from distortions and misappropriation become a political and legal problem exceeding the frame of the protection of material-moral values. So, the misappropriation fact of material-moral values and ancient cultural samples should not be regarded as “harmless plagiarism” attempts accompanying the globalization process. Today misappropriation attempts of ancient monuments, folklore, folk music, kitchen samples, carpets, dances, as well as musical instruments belonging to the neighboring peoples, especially Azerbaijanis by Armenians are not manifestation of “intercultural integration process”. It is unambiguous that such efforts are based on political interests. The purpose of Armenians is to make a wrong opinion in the international community by misappropriating material and non-material heritage, folklore samples, tradi-

tional knowledge of Azerbaijanis and by collecting false “factual materials” about Armenians being “local”, “the most ancient inhabitants” of the South Caucasus region and the realization of “Great Armenian culture”, “Great Armenia” dream [3, p. 11-12].

Conclusion. The events that have happened in our history during recent years affect our culture. The difficulties of the transitional period, war and other factors have made some contradictions during the development process of the culture. However, despite all this, when we analyse the culture of independence years, we see that a lot of achievements have been gained in this area. So, generally the modern culture of Azerbaijan and its condition can be assessed positively [7].

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Müasir dövrdə mədəni irsin rəqəmsallaşdırılması

Məqalədə müasir dövrdə mədəni irsin qorunması, bərpa və təbliği məqsədilə onun rəqəmsallaşdırılmasının əhəmiyyətindən söz açılmışdır. Xarici təcrübəyə əsaslanan müəllif rəqəmsal dövrə keçid zamanı əsas məsələlərə, qarşıya qoyulan məqsəd və vəzifələrə aydınlıq gətirmişdir. Müəllif qeyd edir ki, rəqəmsal formata keçmək günün əsas tələblərindəndir. İKT və rabitə

xidmətlərinin inkişafı, onlardan istifadə imkanlarının artması bu asan olmayan texniki vəzifəni həyata keçirməyə şərait yaradır. İnformasiya – kommunikasiya texnologiyalarının təkmilləşdirilməsi, etibarlı təhlükəsizlik sisteminin yaradılması təbii ki, çox vacibdir. Bu, mədəni irsin rəqəmsal formatının təhlükəsizliyini təmin edir. Mədəni irsi rəqəmsallaşdırıb gələcək nəsillərə, ictimaiyyətə milli dəyərlərimizi olduğu kimi, orijinal vəziyyətdə ötürməyimiz Azərbaycan tarixinin, mədəniyyətinin qorunmasına əhəmiyyətli təsir edəcəkdir.

Açar sözlər: mədəni irs, rəqəmsal, veb, elektron şəbəkə, mədəniyyət.

Ламия Алиева (Азербайджан)

Дигитализация культурного наследия в современный период

В статье говорится о значении дигитализации культурного наследия в целях его охраны, реставрации и пропаганды в современный период. Основываясь на зарубежную практику, автор внесла ясность в основные вопросы, связанные с целями и задачами этого процесса. Автор отмечает, что переход в цифровой формат является одним из основных требований дня. Развитие ИКТ и служб связи, расширение их возможностей позволяют осуществить эту нелегкую техническую задачу. Совершенствование информационно-коммуникационных технологий, создание надежной системы безопасности, безусловно, очень важно. Это обеспечивает безопасность цифрового формата культурного наследия. Дигитализация культурного наследия, передача его общественности, будущим поколениям в целостности и сохранности положительно отразится в сохранении истоков отечественной истории и культуры.

Ключевые слова: культурное наследие, дигитализация, веб, электронная сеть, культура.